

## ORDER



WAVY

<b>Orders</b>	<b>Order / Rev:</b>	<b>199094</b>
	Alt Order #:	06842552
	Product Desc:	8/17-8/20 SCOTT RIGELL/NRCC
	Estimate:	3005
	Flight Dates:	08/17/12 - 08/20/12
	Original Date / Rev:	08/16/12 / 08/16/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	American Media & Advocacy Group
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Rigell-NRCC (R)
	Demographic:	A35-64
	Product Codes:	PL1
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN16043/SP10305

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	8	\$6,150.00	\$5,227.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$6,150.00	\$5,227.50	0.00
Totals	8	\$6,150.00	\$5,227.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WAVY	38%	\$6,150.00
Market	100%	\$16,184.21

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	40%	\$6,473.68
WTVZ	9%	\$1,456.58
WVBT	5%	\$809.21
WVEC	8%	\$1,294.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/20/12	08/20/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	M-----		1		\$500.00		0.00					
E 2	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00

